

## ABSTRACT

The present invention is a wireless device, such as a pager, that has an identity, such as a frequency and a capcode. The wireless device is provided for notifying a user of a message, such as a telephone number, directed specifically to the identity of the wireless device. The wireless device includes a housing, a display attached to the housing, a driver connected to the display for causing indicia to appear on the display, a controller, such as a microprocessor, connected to the driver for sending to the display a signal comprising indicia to appear on the display, a memory, and a receiver connected to the controller for receiving a page signal directed specifically to the identity of the wireless device and for communicating the page signal to the controller. When the controller receives the page signal received by the receiver, the controller sends to the driver a signal comprising the advertising indicia for causing the display to display the advertising indicia. The controller will then send to the driver a signal comprising message for display on the display. The wireless device further includes a dynamic infrared transfer system for transmitting information, such as financial information. A method is also provided in relation to the use of the wireless device.

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